LEO BURNETT U.S.A.
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Superslims & Ultra Lights Menthol: 6 mg "tar," 0.4 mg nicotine—Ultra Lights: 6 mg "tar," 0.5 mg nicotine—Lights 100's: 9 mg "tar," 0.7 mg nicotine—120's & 100's Regular: 15 mg "tar," 1.1 mg nicotine—100's Menthol: 15 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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